

Message Text

UNCLASSIFIED

PAGE 01 DAMASC 01211 031356Z

70

ACTION NEA-10

INFO OCT-01 IO-11 ISO-00 EB-07 /029 W

----- 104572

R 031325Z MAR 76

FM AMEMBASSY DAMASCUS

TO MR WILLIAM F FOSS

PRESIDENT

APPLIED POWER INC

PO BOX 3100

MILWAUKEE, WISC 53218

TLX: (WUD) 26765

CABLE: APOWR-MIL-MFS MILWAUKEE, WISC

INFO SECSTATE WASHDC 6548

USDOC WASHDC

USMISSION GENEVA

UNCLAS DAMASCUS 1211

USDOC FOR DIBA/OIM/MCCOWEN

GENEVA PLEASE PASS TO PETER O. GEIGER, GENERAL MANAGER,
APPLIED POWER INTERNATIONAL, SA, 41 AV. VIBERT, 1227 CAROUGE,
GENEVA; TEL: 42.57.60; TLX: 23689

E.O. 11652: N/A

TAGS: BEXP SY

SUBJ: DAMASCUS INTERNATIONAL FAIR

FROM AMBASSADOR RICHARD W MURPHY

DEAR MR FOSS:

IT IS MY PLEASURE TO INVITE YOUR COMPANY TO PARTICIPATE
IN THE UNITED STATES PAVILION AT THE 23RD DAMASCUS INTERNATIONAL
FAIR, TO BE HELD JULY 25 TO AUGUST 20, 1976 IN DAMASCUS,
SYRIA. LAST YEAR'S EXHIBITION WAS MOST SUCCESSFUL, WITH
23 AMERICAN FIRMS -- MANY OF THEM NEW TO THE RAPIDLY GROWING
SYRIAN MARKET -- PARTICIPATING. OFF-FLOOR SALES TOTALED
NEARLY \$4 MILLION, WITH 2,330 REPORTED SALES LEADS AND
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 DAMASC 01211 031356Z

12-MONTH EXPECTED SALES OF OVER \$18 MILLION. MORE

THAN 1.7 MILLION VISITORS THROGDED THE US. PAVILION,
TESTIFYING TO THE STRONG INTEREST OF THE SYRIAN
GOVERNMENT AND PUBLIC IN AMERICAN GOODS AND TECHNOLOGY.

AMERICAN TRADE WITH SYRIA HAS GROWN RAPIDLY FOLLOWING
THE RESTORATION OF DIPLOMATIC RELATIONS IN JUNE 1974.
US EXPORTS TO SYRIA IN 1975 TOTALED ABOUT \$127 MILLION,
MORE THAN FOUR TIMES THE 1974 FIGURE; WE EXPECT 1976
EXPORTS TO MORE THAN DOUBLE THE IMPRESSIVE 1975 FIGURE.
THE ANNOUNCED 1976 SYRIAN BUDGET OF \$4.5 BILLION
INCLUDES \$2.9 BILLION FOR ECONOMIC DEVELOPMENT EXPENDITUES;
SYRIA'S FOURTH FIVE-YEAR PLAN (1976-1980) CALLS FOR
DEVELOPMENTAL EXPENDITURES OF \$16.4 BILLION, MOSTLY
IN LARGE CAPITAL PROJECTS. THE SYRIAN GOVERNMENT HAS
PUBLICLY STATED ITS STRONG DESIRE THAT AMERICAN FIRMS
PLAY A MUCH LARGER ROLE IN REALIZING ITS PLANS FOR
ECONOMIC DEVELOPMENT. WE HAVE REESTABLISHED AN AID
PROGRAM IN SYRIA, WITH AGREEMENTS TALLING \$83 MILLION
ALREADY SIGNED IN FY 1975 AND \$90 MILLION REQUESTED
FROM CONGRESS IN EACH OF FY 1976 AND FY 1977, AND ITS IMPLEMEN-
TATION WILL DIRECTLY BENEFIT US FIRMS.

THE DAMASCUS INTERNATIONAL FAIR OFFERS THE BEST
SINGLE OPPORTUNITY FOR US MANUFACTURERS AND SUPPLIERS
TO INTRODUCE THEIR GOODS AND SERVICES INTO SYRIA, AND AT THE
SAME TIME TO THOUSANDS OF FAIR VISITORS FROM THE ARABIAN
PENINSULA.

GOODS MAY BE EXHIBITED DUTY-FREE AND IMPORT LICENSES
ARE GUARANTEED FOR GOODS SOLD AT THE FAIR. THE
UNITED STATES DEPARTMENT OF COMMERCE HAS AGREED,
AS IN 1975, TO PARTIALLY SUPPORT AMERICAN PARTICIPATION
IN THE FAIR WITH FUNDS AND WITH A FULL-TIME EXHIBITION
DIRECTOR, WHO WILL ARRIVE IN DAMASCUS ON MAY 1.

I LOOK FORWARD TO HEARING FROM YOU OR YOU MAY
CONTACT W. BRADLEY TYRREL, CHIEF, COMMERCIAL PRESENCE
FAIRS, OFFICE OF INTERNATIONAL MARKETING, DOMESTIC
AND INTERNATIONAL BUSINESS ADMINISTRATION, DEPARTMENT
OF COMMERCE, TEL. 202/967-4304/5, OR EXHIBITION DIRECTOR
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 DAMASC 01211 031356Z

RONALD E. MCCOWEN AT THE SAME NUMBER. AFTER HEARING
FROM YOU, WE WILL PROVIDE FURTHER DETAILS CONCERNING
PARTICIPATION AGREEMENTS AND COSTS, CURRENTLY ESTIMATED
AT 3X4 METER BOOTH RENTAL OF \$2,000 TO \$2,300 AND OUTDOOR
SPACE AT \$15/SQ. METER.

WE NEED YOUR SUPPORT, NOT ONLY TO INSURE A
SUCCESSFUL AMERICAN EXHIBITION AT THE FAIR, BUT TO CONTINUE

THE RAPID DEVELOPMENT OF COMMERCIAL RELATIONS BETWEEN
SYRIA AND THE UNITED STATES.

SINCERELY, /S/ RICHARD W. MURPHY, AMBASSADOR

MURPHY

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 03 MAR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976DAMASC01211
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760081-0442
From: DAMASCUS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t197603101/aaaadkrr.tel
Line Count: 121
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 17 JUN 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <17 JUN 2004 by fisherem>; APPROVED <16 DEC 2004 by ShawDG>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: DAMASCUS INTERNATIONAL FAIR FROM AMBASSADOR RICHARD W MURPHY
TAGS: BEXP, SY
To: FOSS WILLIAM F
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006